

World's Leading Orthopedics Companies
Strategic Directions, Marketing Tactics, Technological Know-How

1. Aesculap
2. Biomet
3. ConMed
4. J&J
5. Medtronic
6. Smith & Nephew
7. Stryker
8. Synthes
9. Wright Medical Group
10. Zimmer

The report presents:

- Business, new product development and marketing strategies.
- Anticipated acquisitions and joint ventures.
- Major strengths and weaknesses.
- The U.S. and international sales force size.
- Distribution approaches.
- Major promotional tactics.
- Internally developed and acquired technologies.
- Technical expertise in biotechnology, engineering and other pertinent fields.

Contains 102 pages